

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WAPT-TV JACKSON, MS</u>	Date: <u>4/24/17</u>
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I, Bruce Rogers

being/on behalf of: _____

a legally qualified candidate of the Republican

political party for the office of: Mayor of Pearl

in the Primary election

election to be held on: May 2nd 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Bruce Rogers

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce Rogers

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/26/17

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Anna Katherine Scott

Printed Name

NISM

Title



Proposal ID: 10736
 Schedule Date: 4/29/2017 - 5/1/2017
 Advertiser: Rogers/Mayor Pearl
 Spot Length(s): :30

Acct. Exec: Anna Katherine Scott
 Phone #: 601-923-9313
 FAX #: 601-922-1663
 Email: akscott@hearst.com
 Web Site: www.wapt.com

Flight Dates: 4/29/2017-5/1/2017

Program Time	Spot Length	AP	MY	DMA P18+ RTG	DMA P18+ 000	W k s	Rate Spots
WAPT							
16 WAPT NEWS AT 5 AM	:30	--	1	1.1	7.0	1	\$50.00
GRPs/Impressions				1.1	7.0		1
CPP/CPM				\$45.45	\$7.14		
Mon 5:00a-6:00a				Run Dates: 12/2/1998-12/31/2036			
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 16WAPT NEWS-5A, 16WAPT NWS-530 Mo-Fr 5:00a-6:00a IN May/2016LP ON WAPT ADJUSTED TO THE May/2016LP TP HUT LEVEL FROM Mo-Fr 5:00a-6:00a.							
16 WAPT NEWS AT 6 AM	:30	--	1	3.4	21.0	1	\$150.00
GRPs/Impressions				3.4	21.0		1
CPP/CPM				\$44.12	\$7.14		
Mon 6:00a-7:00a				Run Dates: 12/2/1998-12/31/2036			
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 16WAPT NEWS-6A Mo-Fr 6:00a-7:00a IN May/2016LP ON WAPT.							
16 WAPT NEWS AT 10P MON-SUN	:30	2	1	5.6	35.0	2	\$250.00
GRPs/Impressions		✓	1	16.8	105.0		3
CPP/CPM		Sat	Mon	\$44.64	\$7.14		
M, SU 10:00p-10:35p				Sun Run Dates: 12/7/2015-12/6/2023			
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 16WAPT NWS-10P Mo-Su 10:00p-10:30p IN May/2016LP ON WAPT ADJUSTED TO THE May/2016LP TP HUT LEVEL FROM Mo-Su 10:00p-10:35p.							
16 WAPT NEWS AT 6PM	:30	1	--	p3.1	p19.0	1	\$65.00
GRPs/Impressions				3.1	19.0		1
CPP/CPM				\$20.97	\$3.42		
Sat 6:00p-6:30p				Run Dates: 7/9/2005-12/31/2036			
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 16 WAPT NEWS Sat 6:00p-6:30p IN May/2016LP ON WAPT.							
16 WAPT NEWS AT 5:30PM	:30	1	--	p3.0	p18.6	1	\$65.00
GRPs/Impressions				3.0	18.6		1
CPP/CPM				\$21.67	\$3.49		
Sun 5:30p-6:00p				Run Dates: 4/25/2010-12/31/2036			
ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAPT530P NW SU Sun 5:30p-6:00p IN May/2016LP ON WAPT.							

Total Cost: \$1,080.00
 Agency Commission @ 15% \$162.00
 Net Cost: \$918.00

Signature _____